



MASTERS' LEARNING GOALS

The Masters' goals are derived from the MBS mission and refer to the knowledge and skills that Masters' students will acquire during their studies.



Learning Goal 1

Graduates synthesize and apply relevant knowledge in both theory and practice.

MBS Mission

Munich Business School contributes to the economy and society by creating an inspiring academic environment in Munich that enables individuals to strive for **entrepreneurial success while treating the people around them as well as our natural resources in a respectful and responsible manner.**

In a holistic approach, we encourage people to fully understand and appreciate their role in and impact on society as well as to **competently apply and continuously advance their business knowledge.** We provide students from all over the world with an academic and professional perspective in Germany and beyond. In collaboration with our international partner universities, **we enable them to gain advanced insights into the global economy and diverse cultures.**

Together with our company and academic partners, **we create a platform for motivated and curious individuals with an entrepreneurial spirit to connect, exchange views and learn from each other.**

In all of our activities, we pursue practical relevance and high quality.



Learning Goal 3

Graduates practice a human-centered business approach.



Learning Goal 2

Graduates develop a global understanding and mindset.



Learning Goal 4

Graduates develop critical thinking skills to work in innovative and creative ways.



Goal 1: Graduates synthesize and apply relevant knowledge in both theory and practice.

Objective 1: Graduates synthesize and apply relevant theoretical knowledge in the field of international business / international marketing and brand management / innovation and entrepreneurship / sports business and communication.

Objective 2: Graduates synthesize and apply relevant practical knowledge in the field of international business / international marketing and brand management / innovation and entrepreneurship / sports business and communication.



Goal 2: Graduates develop a global understanding and mindset.

Objective 1: Graduates generate a solid understanding of economy and business practices in different countries and apply this international perspective to their work.

Objective 2: Graduates develop an international mindset and intercultural sensitivity through personal experience.



Goal 3: Graduates practice a human-centered business approach.

Objective 1: Graduates explain and interpret the impact of doing business on society and the environment.

Objective 2: Graduates appraise and apply human-centered business practices.



Goal 4: Graduates develop critical thinking skills to work in innovative and creative ways.

Objective 1: Graduates use critical thinking skills to design and evaluate innovative and creative solutions for a current business problem on an advanced level.